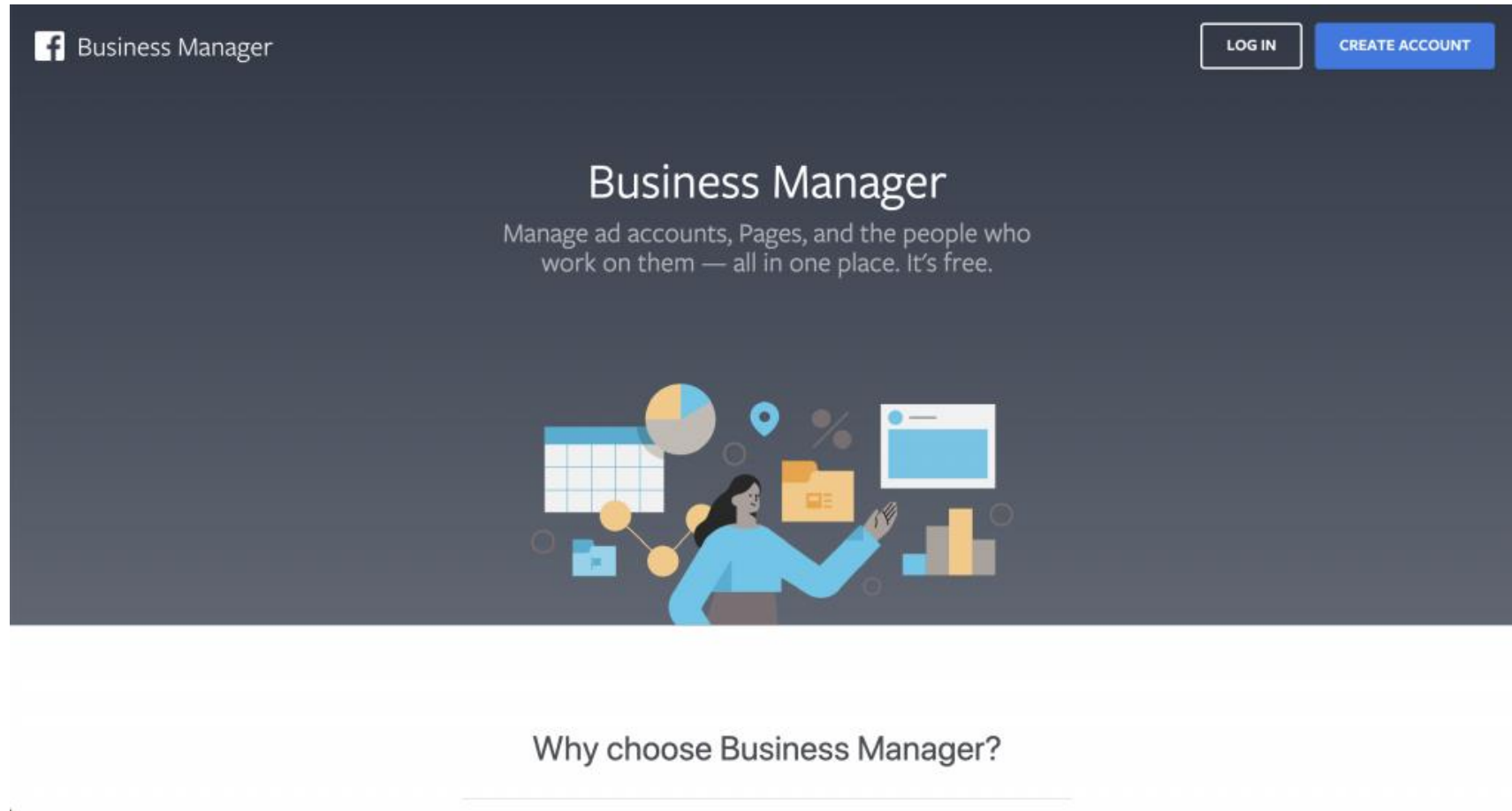


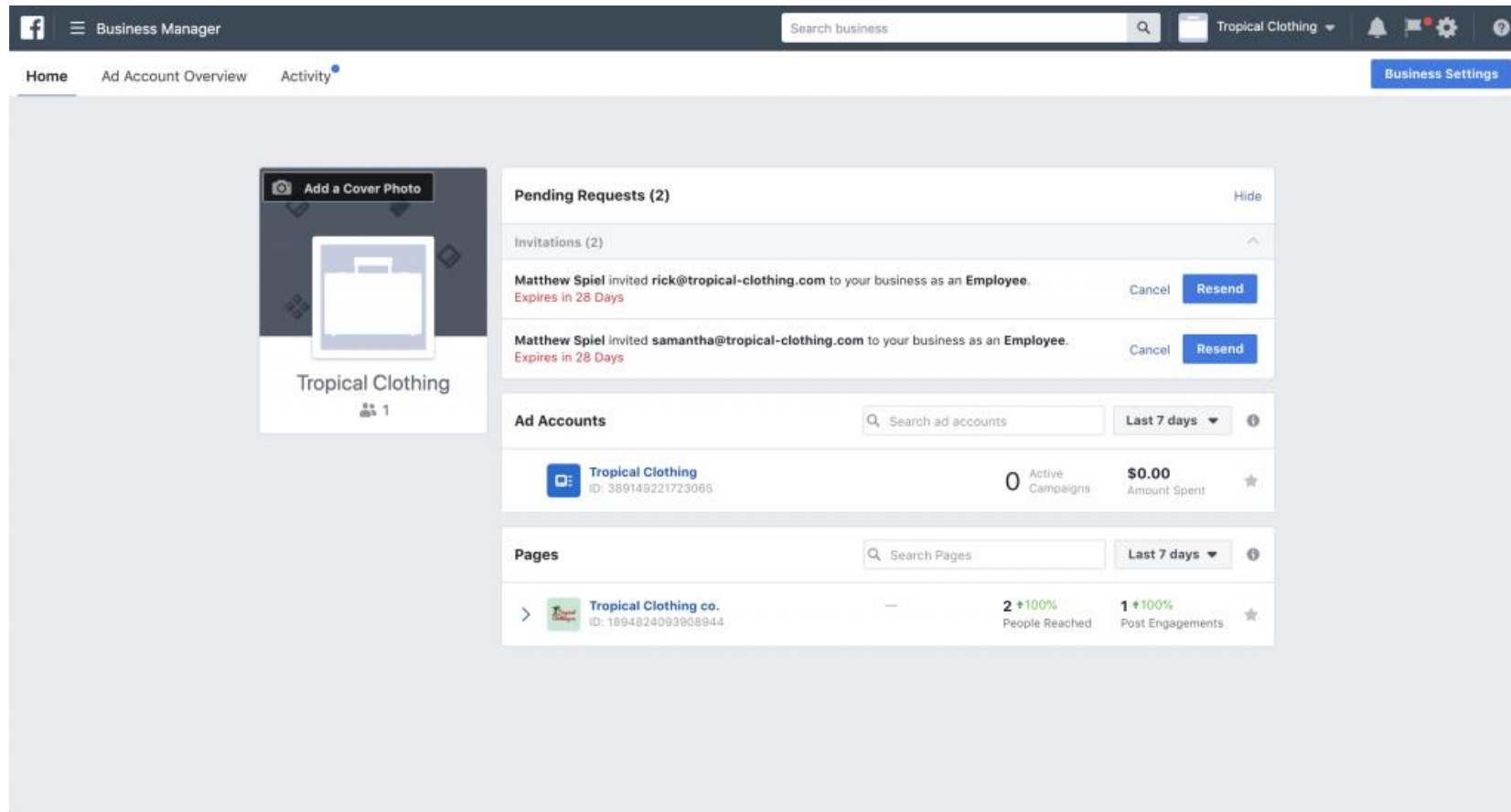
DM Arts Academy Auxiliary Resources

Business Manager Account

1) Login to your Facebook account.
Then open a second tab and go to
the [following address](#).



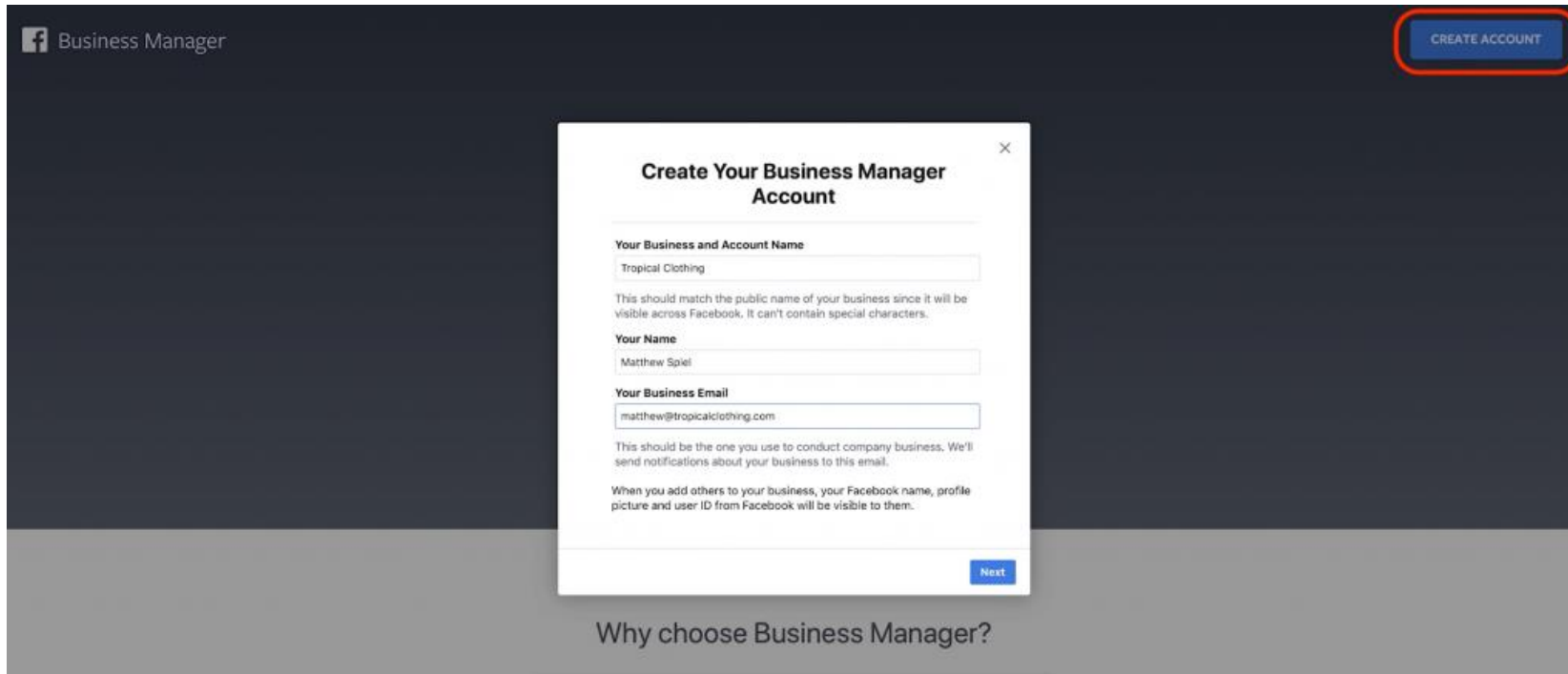
If the page looks like this, you don't have an account and need to **proceed to the next step.**



If the page looks like this, you already have an account.

Proceed to the next section: [Add a Facebook Page to Business Manager](#)

2) Click blue **Create Account** button. Add the name of your business (it should be the same as the one listed on your Facebook page), your name, and your business email.



The screenshot shows the Facebook Business Manager interface. In the top right corner, a blue button labeled "CREATE ACCOUNT" is highlighted with a red rectangle. In the center, a white modal window titled "Create Your Business Manager Account" is open. The form contains three input fields: "Your Business and Account Name" (filled with "Tropical Clothing"), "Your Name" (filled with "Matthew Spiel"), and "Your Business Email" (filled with "matthew@tropicalclothing.com"). Below each field is a small line of explanatory text. At the bottom right of the modal is a blue "Next" button. The background of the page is dark grey with the "Business Manager" logo in the top left.

Business Manager

CREATE ACCOUNT

Create Your Business Manager Account

Your Business and Account Name

Tropical Clothing

This should match the public name of your business since it will be visible across Facebook. It can't contain special characters.

Your Name

Matthew Spiel

Your Business Email

matthew@tropicalclothing.com

This should be the one you use to conduct company business. We'll send notifications about your business to this email.

When you add others to your business, your Facebook name, profile picture and user ID from Facebook will be visible to them.

Next

Why choose Business Manager?

3) Add business details and then click **submit**.



4) Confirm your email address.

Add Your Business Details

×

Add business details for the local office you're operating your business from.

Country

United States

Street Address ⓘ

Pacific Ave

Street Address 2/Locality

City

Manhattan Beach

State/Province/Region

California

ZIP/Postal Code

CA 90266

Business Phone Number ⓘ

310-545-7334

Website

http://tropical-clothing.com

Business Use

This account primarily uses Facebook tools or data to:

☒ Promote its own goods or services

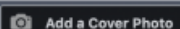
☐ Provide services to other businesses

Submit

Add a Facebook Page to Business Manager

1) Click the blue **Business Settings** button in the top right corner.

Home Ad Account Overview Activity **Business Settings**

 Add a Cover Photo



Tropical Clothing
1

Pending Requests (2)

Invitations (2)

Matthew Spiel invited rick@tropical-clothing.com to your business as an Employee.
Expires in 27 Days Cancel Resend

Matthew Spiel invited samantha@tropical-clothing.com to your business as an Employee.
Expires in 27 Days Cancel Resend

Ad Accounts

Search ad accounts Last 7 days

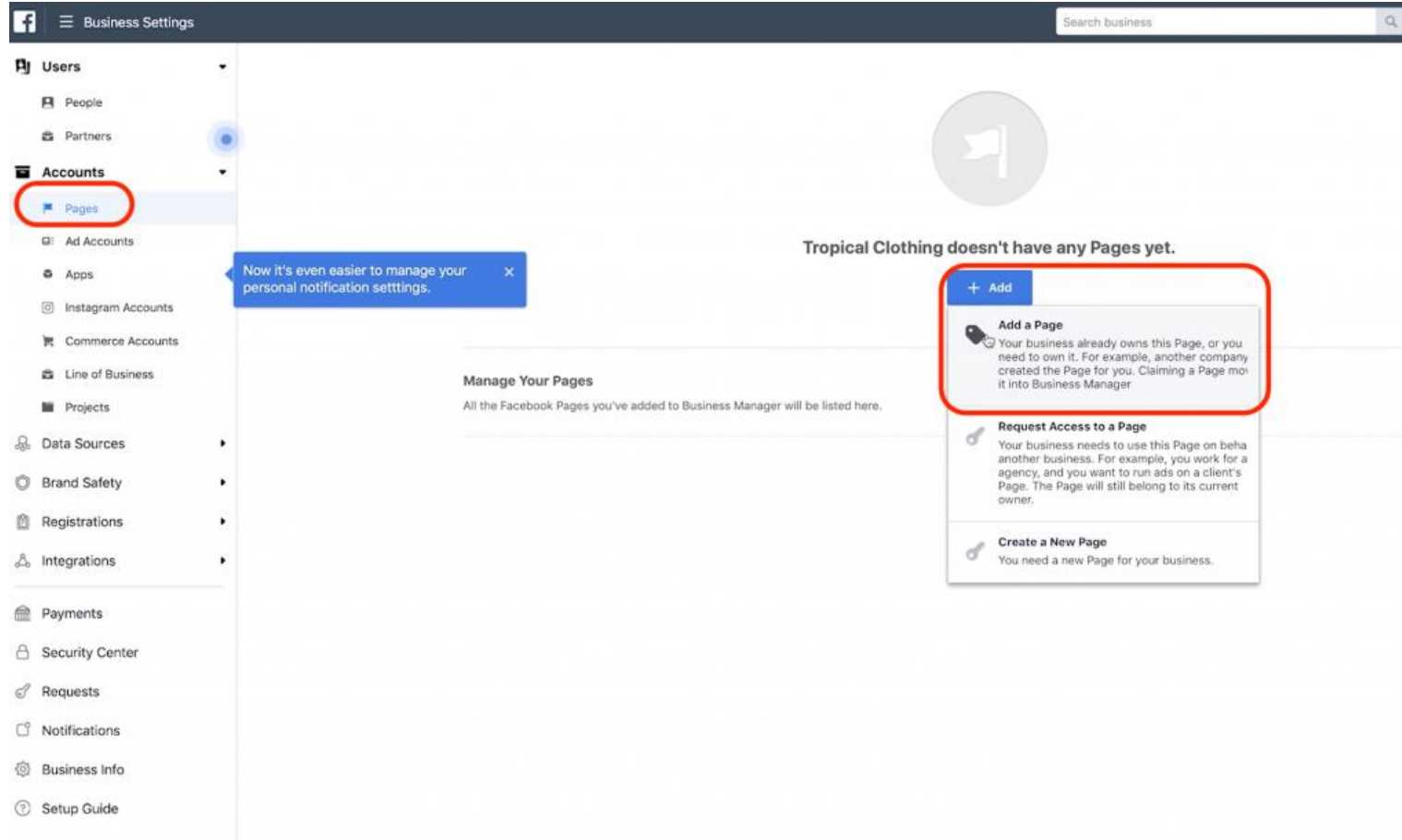
	Tropical Clothing ID: 389149221723065	0 Active Campaigns	\$0.00 Amount Spent	★
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Pages

Search Pages Last 7 days

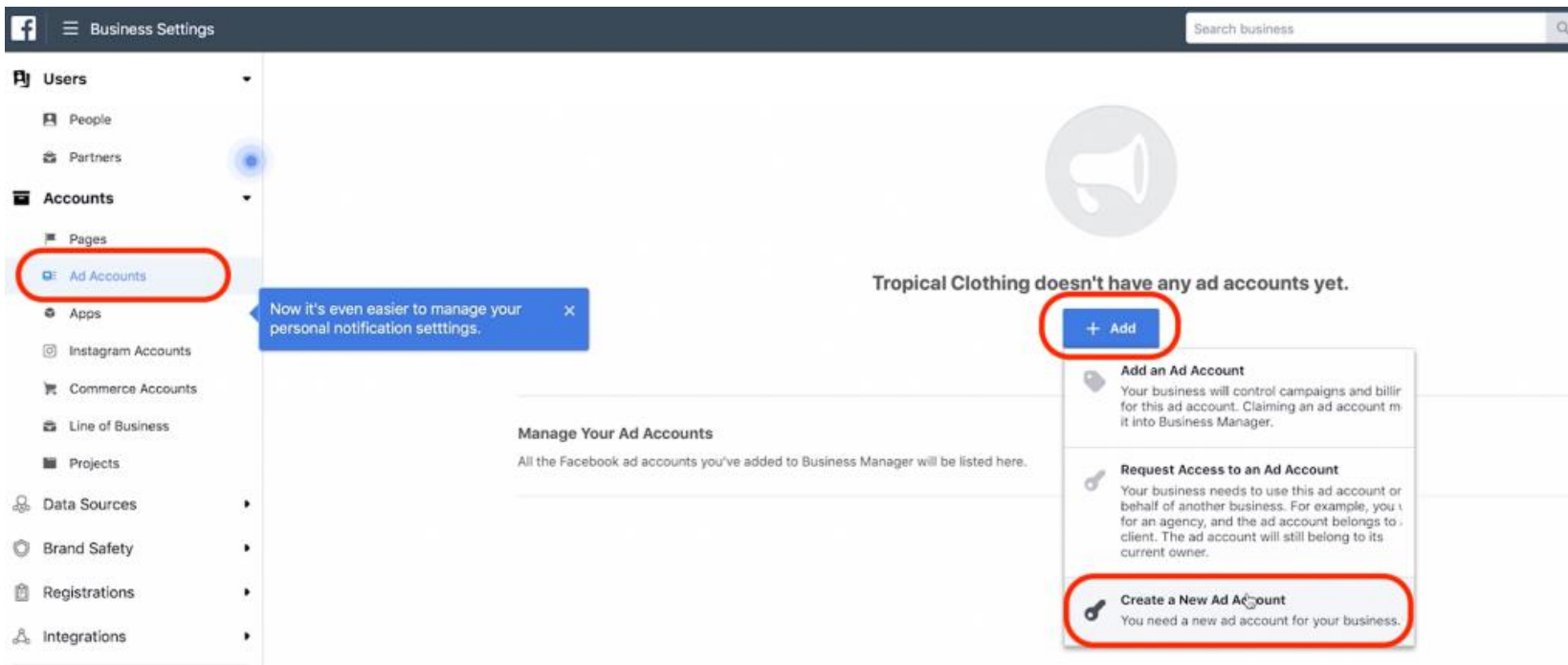
	Tropical Clothing co. ID: 1894824093908944	2 +100% People Reached	1 +100% Post Engagements	★
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2) Under the **Accounts** section on the left hand side, click **Pages**, click **Add** and then choose the first option—**Add a Page**.

A screenshot of the Facebook Business Settings interface. On the left sidebar, the 'Accounts' section is expanded, and the 'Pages' option is highlighted with a red circle. A blue notification bubble states: 'Now it's even easier to manage your personal notification settings.' The main content area shows a profile picture placeholder and the text 'Tropical Clothing doesn't have any Pages yet.' Below this, a red-bordered box highlights the '+ Add' button and the 'Add a Page' option, which includes the text: 'Your business already owns this Page, or you need to own it. For example, another company created the Page for you. Claiming a Page moves it into Business Manager.' Other options visible are 'Request Access to a Page' and 'Create a New Page'. The bottom of the image features a decorative bar with purple, yellow, and orange segments.

Create an Ad Account

1) Next, under the **Accounts** section click on **Ad Accounts**, then click **Add** and choose the **Create a New Ad Account** option.



2) Add the name of your business, your time zone, and preferred currency.

Create a New Ad Account



Ad account name

Tropical Clothing

Time zone

(GMT-07:00) America/Dawson ▼

Currency

USD — US Dollars ▼

Payment method

No payment methods available

By creating an ad account, you agree, on behalf of Tropical Clothing as its authorized representative to [Facebook's Terms](#) including the payment terms for the selected payment method.

Cancel

Next

3) Select the following option: This account will be used for my business.

Who Will This Ad Account Be Used For



Correctly selecting this is important - It will ensure the other business' name is displayed across Facebook when you create an ad on their behalf, including in the Why Am I Seeing This ad dialog. You may also gain access to the other business' Audience Manager features including their Custom Audience sizes and the audience overlap tool. [Learn More](#)

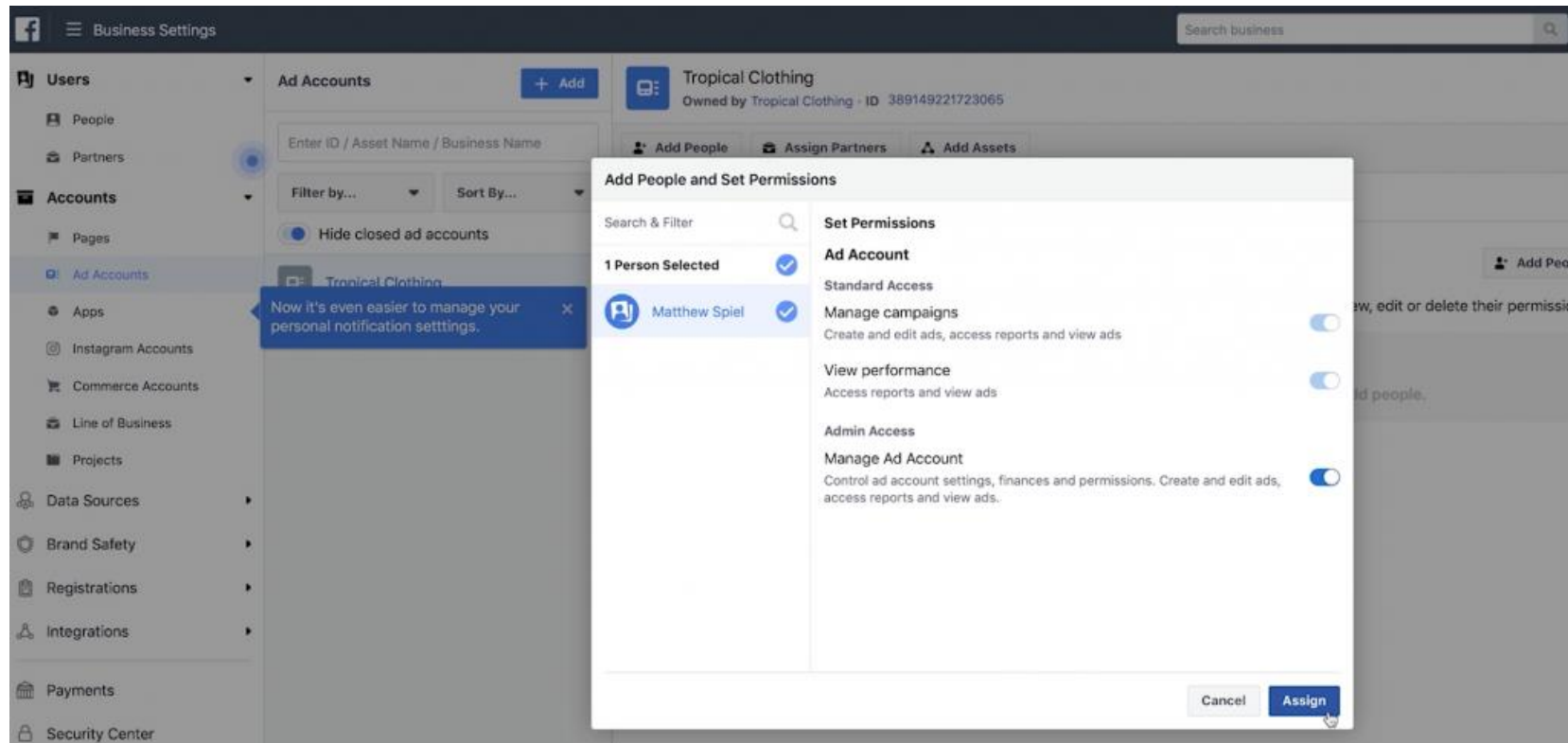
This ad account will be used for

- ☒ My business (Tropical Clothing)
- ☐ Another business or client

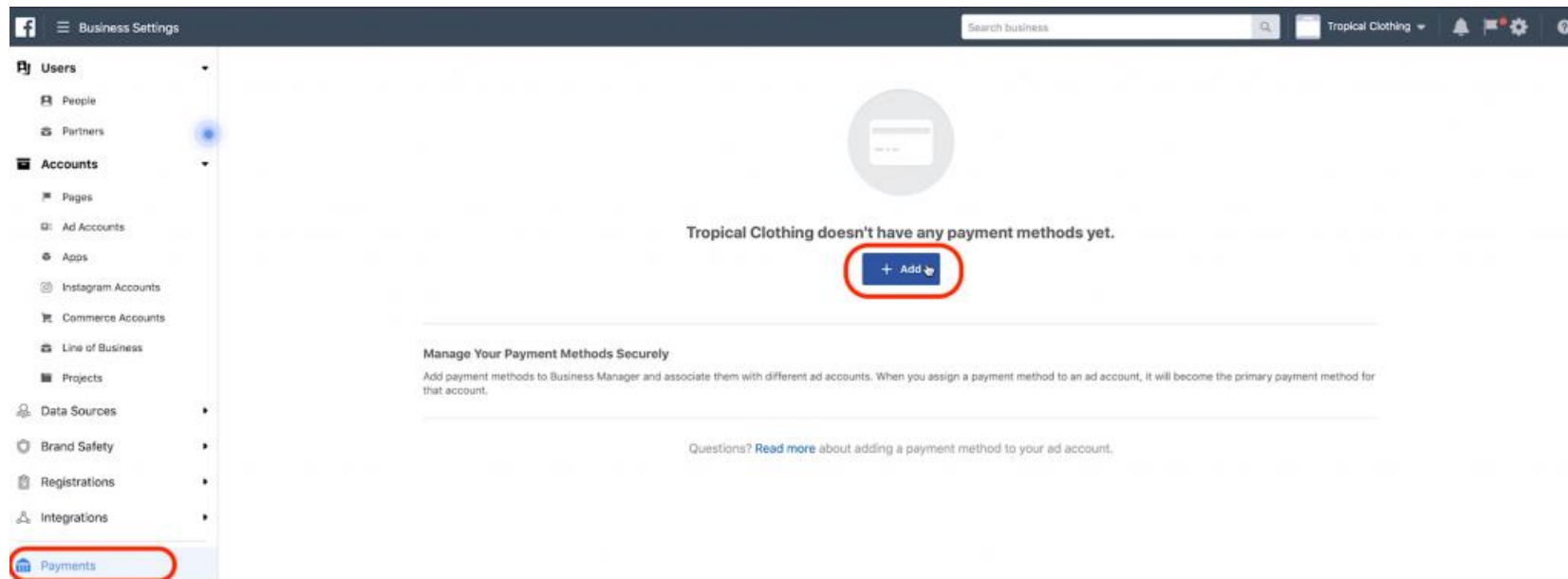
Back

Create

3) Add people and set permissions.

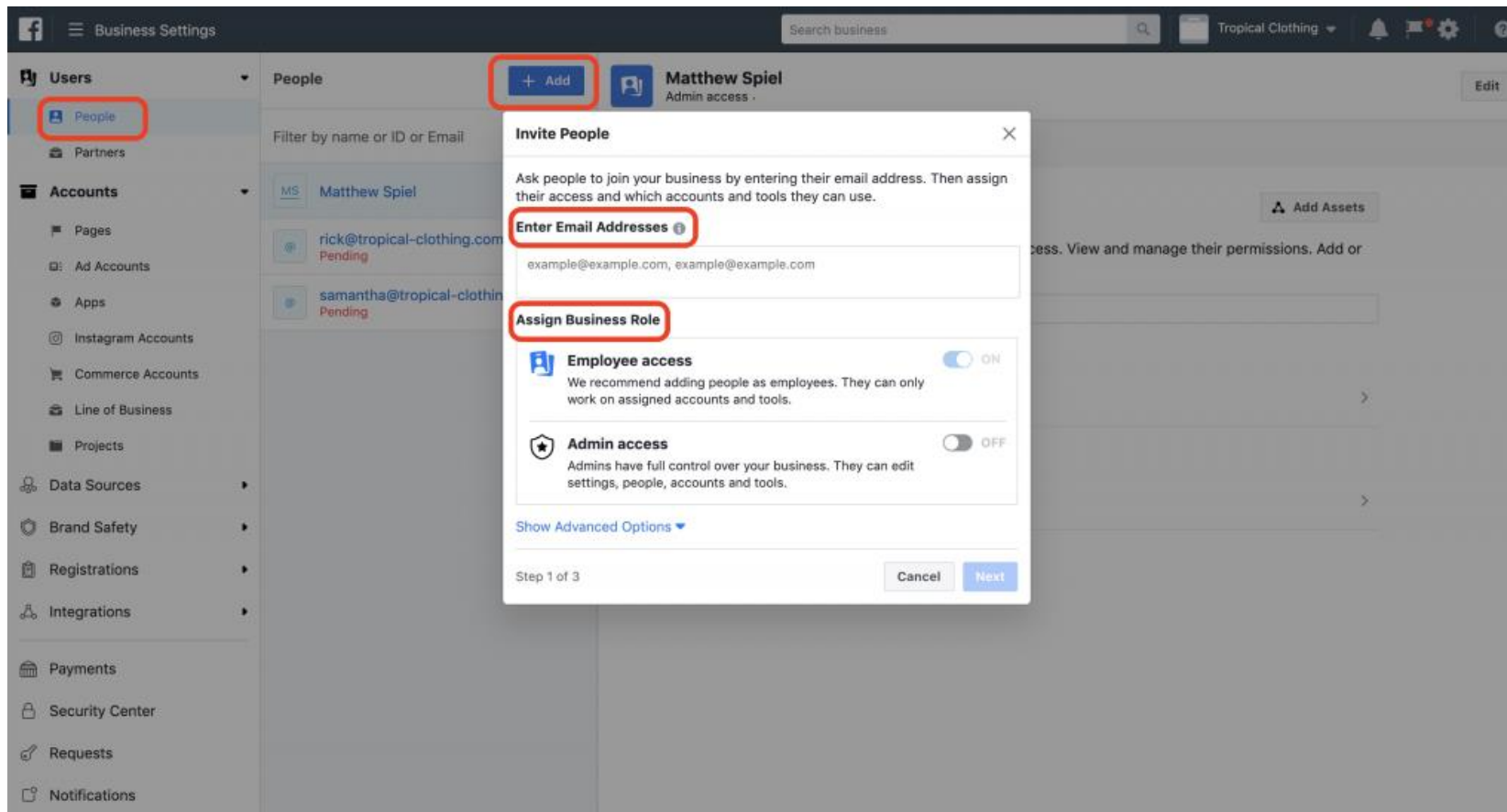


4) Now you'll need to enter payment information for all future ad campaigns .Click on the **Payments** tab on the bottom left hand side of the screen and add a payment method.



Invite Employees to Manage Pages and Ad Accounts

1) Go to the **Users** column, select **People**. Click on **Add** under the **People** column. Enter an email address, choose whether they'll have **Employee** or **Admin** rights.



2) On the next screen, you can assign employees access to **Pages** and/or **Ad Accounts**. You can also choose which permissions they'll have under the **Set Permissions** column. Once you've finalized your decision, click **Invite** to finish the process.

Assign Access

Select Asset Type ⓘ

Pages

Ad Accounts

Catalogs

Apps

Select Assets

Search & Filter

Name

 Tropical Clothing co.

Set Permissions

Page

Standard Access

Publish content

Send messages and publish as the Page.

Moderate comments

Moderate comments as the Page.

Create ads

Advertise for the Page.

View Page performance

View all Facebook Analytics and Page Insights about the Page.

Admin Access

Manage Page

Control the Page and connected Instagram account settings and permissions. Perform any action on the Page, view all Page activity and performance, and manage Page roles. This is the most access you can grant.

Assign to john@tropical-cloth...

Employee access

Step 2 of 3

Back

Invite

Assign access to Ad Accounts and set corresponding permissions.

Assign Access

Select Asset Type ⓘ

Pages

Ad Accounts

Catalogs

Apps

Select Assets

Search & Filter

Name

 Tropical Clothing

Set Permissions

Ad Account

Standard Access

Manage campaigns

Create and edit ads, access reports and view ads

View performance

Access reports and view ads

Admin Access

Manage Ad Account

Control ad account settings, finances and permissions. Create and edit ads, access reports and view ads.

Assign to john@tropical-cloth...

Employee access

Step 2 of 3

Back

Invite